



ANANDA EVERINGHAM HOSTS NEW MTV EXIT DOCUMENTARY TO RAISE AWARENESS ABOUT HUMAN TRAFFICKING

Documentary Film “Enslaved” Premieres in Thailand on 18 June

BANGKOK – 10 June 2011 – MTV EXIT (End Exploitation and Trafficking) today announced the release of *Enslaved: An MTV EXIT Special*, a powerful new documentary film that aims to raise awareness and help prevent human trafficking in Thailand.

Film star Ananda Everingham, a long-time supporter and official ambassador of the MTV EXIT campaign, hosts the new half-hour documentary for Thailand, the first in a series of twelve different films to launch across Asia throughout this year. Each program will feature locally specific human trafficking stories highlighting current and emerging trafficking trends, and what's being done to combat the exploitation of human beings.

Enslaved featuring Ananda Everingham tells the stories of real people affected by the human trafficking trade in Thailand: Gai, a Thai woman trafficked to Japan as a forced sex worker; Vannak a young man from Cambodia trafficked for labour onto a Thai fishing vessel; and Vatsana, a Laotian woman trafficked to Thailand and forced to work as a domestic slave for 16 years in a Bangkok home.

The documentary provides insight into the realities of trafficking, explores the roles played by everyone in the trafficking chain, provides information on how individuals can protect themselves against trafficking, and encourages everyone to stand up, take action and be part of the fight to end exploitation and trafficking.

“It’s an honour to continue my involvement with such an important campaign,” said Ananda, “I hope the documentary will stir meaningful conversations among youth about how we are all affected by this tragic form of modern day slavery. Everyone is vulnerable and we must protect ourselves and our loved ones.”

MTV EXIT Campaign Director, Matt Love said, “We are proud to premiere our new documentary film in Thailand. After watching this program, we hope audiences will have the key information they need to recognize cases of human trafficking in their communities, and know what they can do to help combat this

horrible form of modern-day slavery. We're confident that viewers will be inspired to learn more about this critical social issue and use their knowledge to empower others."

MTV EXIT is produced by the MTV EXIT Foundation in partnership with the Royal Thai Government, the U.S. Agency for International Development (USAID) and the Australian Government's Agency for International Development (AusAID).

"The U.S. Government is proud to support this documentary film's effort to raise awareness on human trafficking. Through MTV EXIT, millions of people – especially the youth, who are particularly vulnerable - will be informed and compelled to act," said Deputy Chief of Mission Judith B. Cefkin of the U.S. Embassy in Bangkok.

Australian Ambassador to Thailand James Wise says, "By giving a voice to human trafficking survivors, the MTV EXIT documentary reminds us powerfully that this horrific crime must be stopped. Human trafficking is everyone's responsibility. As individuals, families, businesses and governments, we must work together to end the trade in human life, and ensure justice for its victims. Human trafficking calls for a global response. Australia is committed to working with Thailand and the United States and the region, through ASEAN, on this issue of shared international concern."

To further increase awareness about the dangers of human trafficking, MTV EXIT will also host a free outdoor concert on Saturday 25th June at Chiang Mai's 700th Anniversary Stadium. Headlining international artists include Asian megastars 'Super Junior M' and Australian pop star Kate Miller-Heidke, who will also be supported by Thailand's top artists. More information about free concert tickets can be found at the www.mtvexit.org

MTV EXIT programming in Thailand is released in partnership with MCOT Channel 9. All MTV EXIT programming is produced rights-free and free of charge for all broadcasters and organisations.

Enslaved: An MTV EXIT Special presented by Ananda Everingham will premiere on MCOT Ch. 9 in three parts starting from Saturday 18th June, then Sunday 19th June and Monday 20th June at 11am. Full program will broadcast on MCOT Ch. 9, Tuesday 5th July, 11:00pm.

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Enslaved: An MTV EXIT Special is proudly supported by:



For more information on the MTV EXIT campaign please contact:

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More Information:

MTV EXIT

The MTV EXIT (End Exploitation and Trafficking) campaign is an award-winning multimedia initiative to raise awareness and increase prevention of human trafficking and exploitation. MTV EXIT was launched in Europe in 2004, in partnership with the Swedish International Development Cooperation Agency, Sida, and expanded across Asia with USAID in 2007. To date MTV EXIT has produced many MTV documentaries and other programming on trafficking, including Sold: An MTV EXIT Special presented by Lara Dutta, Traffic: An MTV EXIT Special, presented by Lucy Liu; Inhuman Traffic, presented by Angelina Jolie; over a dozen localized language versions presented by Asian celebrities; short films; public service announcements; and animation. MTV EXIT and Radiohead collaborated on an anti-exploitation video for their song All I Need, which premiered across MTV's global network on 1 May 2008. MTV EXIT has also established partnerships with over 100 non-governmental organizations, distributed hundreds of thousands of anti-trafficking brochures in over 25 languages, and reached out to millions of young people through anti-trafficking messages at concerts and music festivals featuring R.E.M., Radiohead, The White Stripes, The Hives, Thievery Corporation, and hundreds of other international and local artists. For more information see www.mtvexit.org.

Human Trafficking

Human Trafficking is defined by the United Nations as "the recruitment, transportation, and receipt of a person for sexual or economical exploitation by force, fraud, coercion, or deception" in order to make a profit. The UN estimates that at any one time there are 2.5 million trafficked victims in the world, with the majority of these victims in Asia and the Pacific. It is the second-largest illegal trade after drugs, with criminal traffickers earning over US\$10 billion every year through the buying and selling of human beings. Often, victims are young men and women – the MTV demographic – who are guilty only of wanting a better life.

MTV EXIT Foundation

Launched in 2003, the MTV EXIT Foundation is a UK-based charity (Reg. No. 1103267) whose overarching aim is to utilize and maximize the power of MTV's network to educate youth and adults on critical social and human rights issues. The Foundation produces multimedia programming and events aimed at raising awareness and influencing attitudes and behaviors on key issues, as well as inspiring young people to take action. In addition, the Foundation seeks to support nongovernmental organizations that are working on the ground to address these issues and effect positive change.

About MTV Networks in Asia

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks in Asia comprises three distinctly branded channels in the region: MTV, the world's largest television network and the leading multimedia brand for youth; Nickelodeon, the leading entertainment brand dedicated exclusively to kids; and VH1, the music video network that keeps adult viewers connected to the music they love. MTV Networks has the following channels and programming services in South and Southeast Asia: MTV Asia, MTV China, MTV India, MTV Indonesia, MTV Mandarin, MTV Pakistan, MTV Philippines and MTV Thailand, Nick Asia, Nick India, Nick Indonesia, Nick Pakistan, VH1 India, VH1 Indonesia and VH1 Thailand. MTV and Nickelodeon's businesses also include branded consumer products, program sales and digital media including online and wireless.

USAID

USAID, the United States Agency for International Development, is an independent US government agency that receives foreign-policy guidance from the US Secretary of State. Since 1961, USAID has been the principal US agency extending assistance to countries worldwide recovering from disaster, trying to escape poverty, and engaging in democratic reforms. USAID's Regional Development Mission for Asia, based in Bangkok, oversees a broad portfolio of regional and transnational programs, and also provides support to several USAID bilateral missions in Asia. Its regional approach addresses problems that cross national boundaries, such as human and wildlife trafficking, HIV/AIDS, natural resources conservation, trade, and political and economic conflict. See www.usaid.gov and www.usaid.gov/rdma/ for more information.

AusAID

AusAID is the Australian Agency for International Development. Australia's development assistance is guided by the Millennium Development Goals, the internationally agreed targets for poverty reduction, and by the Australian aid program's objective to assist developing nations to reduce poverty and achieve sustainable development. Australia works with NGOs, multilateral institutions and volunteers, as well as directly with national governments. Australia's support to the MTV EXIT Campaign complements other anti-trafficking work AusAID is undertaking in the region. These projects

include the Asia Regional Trafficking in Persons (ARTIP) Project, which aims to strengthen the capacity of criminal justice agencies in South East Asia to respond to human trafficking; Project TRIANGLE, which works with regional governments to improve the living and working conditions of migrants; and Project Childhood, which seeks to better protect children from child sex tourism and improve government systems to put the perpetrators of this crime behind bars. See www.usaid.gov.au for more information.